AMENDMENTS TO THE SPECIFICATION:

Please amend the specification as follows:

Please replace paragraph [0017] with the following:

[0017] While figure 1 shows the brand cycle generically, the actual factors driving the cycle may vary for different brands in different industries. Figure 2 [[,]] shows exemplary factors from one hypothetical brand (shown as "Brand X"). Here, ~~customers~~ customers' perceptions are shaped by their exposure and reaction to Brand X via ads, promotions, in-store displays, sponsorship of events, and the like. Customer surveys may reveal that based on these experiences, customers tend to hold an image that Brand X offers, for example high quality for good value or is trendy and reliable. These images may help to ~~booster~~ boost the brand's value. Conversely, if customers' images of a brand are that it is unreliable, outdated and of moderate value, then such images may work to diminish the brand's value.

Please replace paragraph [0022] with the following:

[0022] A customized brand pyramid is useful because it more accurately reflects the purchasing, attitudinal, and marketing dynamics in the marketplace. Once an acceptable customized pyramid is developed, a conversion figure may be created which highlights how efficiently and effectively customers are moving up the pyramid tiers 340. Findings from the brand image/equity analysis and the brand pyramid may be the subject of a trade-off analysis 345. Econometric and probability analysis may be performed 350. Econometric analysis may be run to calculate the weighting associated with the factors causing the conversion from one tier to the next. Recommendations may be further tested using probability analysis [[350]]. In other embodiments of the invention, the person may choose to apply only one or more of these steps, or may choose to proceed through the steps in a different order. The steps as shown in figure 3 will now be explained.

Please replace paragraph [0027] with the following:

[0027] Certain prior art systems also refer to brand pyramids or image pyramids. However, such systems either use the term `brand pyramid` to represent a different concept, or such pyramids lack the novel features of the present invention. For example, one consulting firm uses a brand pyramid to describe brand meaning. That firm's pyramid consists of five levels, namely: Mark of Specification, Mark of Assurance, Moments of Choice, Mark of Association, and Emotional Involvement. A second prior art brand pyramid uses the tiers to represent questions about a brand. For example, the base level is known as "What are the tangible, verifiable, objective, measurable characteristics of the products, services, ingredients or components that carry this brand name?" Yet a third prior art brand pyramid is called the ~~BrandDynamics~~ BrandDynamics™ pyramid. The ~~BrandDynamics~~ BrandDynamics™ pyramid has five tiers. The base tier is "Presence". The remaining four tiers are Relevance, Performance, Advantage, and Bonding.

Please replace paragraph [0029] with the following:

[0029] Once the brand pyramid is created based on customer data, a conversion figure may also be created by analyzing the population of the various pyramid tiers. The conversion figure highlights the movement of customers up the pyramid tiers by displaying the percentage of conversion from the previous tier. Figure 7 shows such a conversion graphic. Here, each tier represents the percentage of surveyed people who remain from the previous tier. In other words, figure 6 shows that 96.2% of the people are aware but only 92.8% are both aware and familiar. Figure 7 shows that 96.2% of the people are aware, but that only 96.5% of this aware group is also familiar to Brand X. Thus, the tiers of figure 7 show the propensity/probability of a customer to convert/move along the spectrum of a customer's affinity with the brand. This representation of the data may be used to identify and pinpoint areas that are critical for marketing to improve the brand's perception, sales and/or profits. For example, [[as]] figure 7 shows that there is a large drop in conversion from customers who "buy" versus those who "buy" and are also "satisfied." This indicates that focusing on satisfaction may be necessary and that any such investment has the potential of yielding a good return.

Please replace paragraph [0030] with the following:

[0030] The conversion pyramid analysis may involve understanding <u>why</u> a certain group of customers bought a product while another group did not. A first step to determine this may be to find the brand images and the customer needs that caused the purchasing group to buy the product. The types of media associated [[to]] <u>with</u> the brand image may also be tracked. For example, one may analyze whether certain print advertisements affected a conversion of a group of customers while banner ads did not.

Please replace paragraph [0035] with the following:

[0035] Other types of analysis may be performed on the brand pyramid, such as regression analysis. One form of regression analysis is econometric analysis, such as econometrically-driven return-on-investment analysis. Through econometric regression analysis, the impact of different marketing activities on revenues or profits are identified. Those effects may be parsed out in order to ~~describes~~ <u>describe</u> the discrete effect of each lever affecting revenue or profits and to compare each lever against the cost of the lever. A return-on-investment then can be calculated for each lever.

Please replace paragraph [0043] with the following:

[0043] As one example of creating archetypes and clustering the pyramids among them, suppose a company has data for customers from 64 countries. Rather than analyze and create a marketing plan for each of the 64 countries individually, the process of clustering the data into a certain number of archetypes may allow a marketing department to deploy a small number of marketing strategies. For example, by analyzing the comparative likeness of the 64 pyramids, six archetype clusters may be created through clustering. Six different marketing strategies may then be delivered to the company, based on the drivers for each archetype. For example, members of the first archetype may be marketing targeted in an attempt to raise awareness in the product. Members of the second archetype may be offered the product at a higher price, and members of the third archetype may have marketing targeted to them in order to increase the perception of quality.